

Web Presence of Hotels in Canton Sarajevo

Armin Spahić

International Burch University

Bosnia and Herzegovina

spaha_1@hotmail.com

Abstract: *Making a website has become a necessity for any modern hotel operating nowadays. Creating an effective website for a business, such as a hotel, can contribute to its success. It changes the way of presenting particular services in a way that is available to anyone from anywhere around the globe. A person who is sitting in his or her chair in front of a computer can access all the information and services that a particular hotel is providing. In general, e-commerce is an efficient way of conducting business that replaces more effortful traditional way involving physical contact. However, to be successful, the website needs to be well designed and built in order to be adopted by the customers. The key criteria for good website design suggested by the literature include: functionality (e.g. information, instruction), usability (e.g. simplicity, ease of use) and appeal (e.g. color, graphics). Every customer wants to be able to get the required information from the website in the simplest and easiest way possible. In the case of hotels, visual presentation of hotel amenities is equally significant. It can stand out as a point-of-difference for targeted customers. A single hotel can also benefit from joining global websites that connect many hotels in one place. Higher ratings can be obtained based on the quality of provided information and presentation because these ratings are based on actual human perceptions and experiences. Given all of the above said, this research study will examine how important is web presence for ratings and business success of selected hotels in Canton Sarajevo. A survey-based method will be employed to collect customer satisfaction data.*

Keywords: *E-commerce. E-business, web presence, user satisfaction, hotel.*

